

# Wasatch Co. Building Survey

Name of Building: Aloma Motel

Abram Hatch Home  
→ Bonneville Lumber Co Corner  
→ Aloma Motel

Information Required	Date Found
Location:	
Address:	
Town:	
Architect:	
Builders:	
Building Material:	
Style of Building:	
Date Built:	
Original Owners:	
FGS	
Pedigree	
Histories	
Pictures	
Subsequent Owners:	
Notes:	
References: 1.	
2.	

ALOMA MOTEL		
Turquoise, Silver, and Abalone Displayed for Sale in Lobby		
Unit Available for Rent by the week or month	Air Conditioned — Heated Pool — T.V. Phone 654-0231	90 North Main Heber City

## LESLIE LOWE ASHTON



Leslie Lowe Ashton was born April 15, 1904, in Vernal, Utah, the son of Leslie and Eva Allen Ashton, early settlers of the Uinta Basin. Lowe spent his early years in Vernal, graduating from Wilcox Academy after which he spent a year in southern California attending UCLA, returning to Utah and entering the University of Utah for three years. In his early twenties Lowe was active in Masonic work, joining Basin Lodge No. 20 in Myton, Utah; later the Knight Templars in Price, Utah. After moving to Heber in 1933 he joined the Malta Commandery No. 3 in Park City. He then became a Shriner, affiliating with the El Kalah Temple in Salt Lake City. He married Alyce Hansen of Mt. Pleasant, Utah, on May 13, 1929, and to them were born three children: Leslie Lowe Jr., Homer H. and Merry Alyce. Lowe's early business career started in Duchesne, Utah, in March 1927, where he operated a dry goods store and a service station under the name of Ashton's, owned by himself and two brothers, C. L. Ashton of Roosevelt and Rae Ashton of Vernal. The first business operation in Heber occurred in 1930, when Ashton's sent Mel Poulson of Duchesne to Heber to manage the Shell Oil petroleum plant. In February of 1933 Lowe closed the dry goods store in Duchesne, and came to Heber in order to be closer to a railhead to supplement the businesses in Roosevelt and Vernal. In Heber with his brothers Rae and Clair the Bonneville Lumber Company was purchased which became known as Ashton's. The building was moved back from the street, a service station added, and with a complete stock of lumber and hardware and automotive supplies they began business as Ash-

ton's. In 1942 fire destroyed the store, station and most of the yard and Lowe was very seriously burned. Because of the war they were unable to rebuild completely so a small station and sheds were constructed and the building across the street which used to house Jeff's Hotel at 105 North Main was purchased. The hardware store remains at this location to this date. After the war the old tithing office building was purchased, torn down and a modern service station erected. The Aloma Motel and the lumber yard were constructed on the original business site. In 1943 the partnership with his brothers was dissolved so each could concentrate on the localities where they lived. Lowe retained business property in Vernal, Duchesne and Roosevelt to continue as a part of the petroleum division he had established. He operated a fleet of trucks to service these points for many years. Lowe Ashton was noted as an extremely energetic and hard working man. He spent long hours to establish his business on a sound basis. Lowe was prominent in the development of the community and civil life of the area from his arrival in Heber. He was an enthusiastic booster of the beauties of Heber Valley. He was a long time member of the Lions Club serving one term as president. He was one of the charter members of the Wasatch Chamber of Commerce, serving on the board of directors for several years. He was also a founder of the Wasatch Summit Knife and Fork Club, serving as its president and secretary for several terms. He served a term as head of the Draft Board during the early years of World War II. He also served a term under Governor J. Bracken Lee during 1953 and 1954 on the committee established by the governor to study the school and education problems of the State of Utah. In his state-wide activities as a business and civic leader, his membership in associations was outstanding for its scope and leadership. He was elected president of the Hi-Way 40 Clubs of Utah in 1940 and served this organization faithfully for many years, attempting to better the tourist and travel industries in Utah. He was a member of the Intermountain Lumber Dealers Assn for many years, serving as president in 1941. He was also a member of the Intermountain Hardware and Implement Dealers Assn, serving on their board of directors for several years. At the time of his death, he was president of the association. In April 23,

1957, Lowe Ashton died in the LDS Hospital in Salt Lake City, the result of a short illness. Alyce, his wife, his two sons and daughter remain in Heber, actively managing the many businesses that Lowe Ashton had created during the 25 years he lived in Heber Valley.